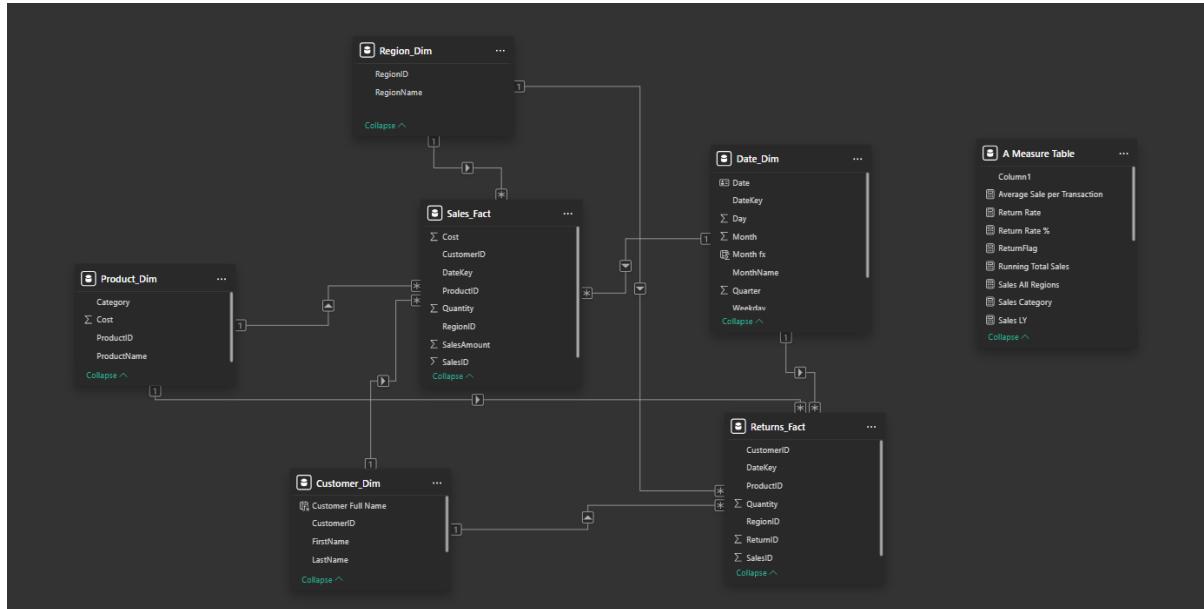


OUTPUT



1 Customer Full Name = CONCATENATE(Customer_Dim[FirstName], " ", & Customer_Dim[LastName])

CustomerID	FirstName	LastName	Segment	Customer Full Name
1001	Bethany	Mcmillan	Retail	Bethany Mcmillan
1002	James	White	Corporate	James White
1003	Karen	Phillips	Corporate	Karen Phillips
1004	Christopher	Carter	Corporate	Christopher Carter
1005	Derrick	Roman	Retail	Derrick Roman
1006	Samuel	Simmons	Retail	Samuel Simmons
1007	Jacob	Crawford	Retail	Jacob Crawford
1008	Jennifer	Wheeler	Retail	Jennifer Wheeler
1009	Daniel	Lucas	SMB	Daniel Lucas
1010	Katherine	King	Corporate	Katherine King
1011	Kerry	Smith	Corporate	Kerry Smith
1012	Wendy	Thompson	Corporate	Wendy Thompson

1 Year fx = YEAR(Date_Dim[Date])

DateKey	Date	Year	Month	MonthName	Quarter	Day	Weekday	Year fx
20230701	Saturday, July 1, 2023	2023	7	July	3	1	Saturday	2023
20230702	Sunday, July 2, 2023	2023	7	July	3	2	Sunday	2023
20230703	Monday, July 3, 2023	2023	7	July	3	3	Monday	2023
20230704	Tuesday, July 4, 2023	2023	7	July	3	4	Tuesday	2023
20230705	Wednesday, July 5, 2023	2023	7	July	3	5	Wednesday	2023
20230706	Thursday, July 6, 2023	2023	7	July	3	6	Thursday	2023
20230707	Friday, July 7, 2023	2023	7	July	3	7	Friday	2023
20230708	Saturday, July 8, 2023	2023	7	July	3	8	Saturday	2023

1 Month fx = MONTH(Date_Dim[Date])

DateKey	Date	Year	Month	MonthName	Quarter	Day	Weekday	Year fx	Month fx
20230701	Saturday, July 1, 2023	2023	7	July	3	1	Saturday	2023	7
20230702	Sunday, July 2, 2023	2023	7	July	3	2	Sunday	2023	7
20230703	Monday, July 3, 2023	2023	7	July	3	3	Monday	2023	7
20230704	Tuesday, July 4, 2023	2023	7	July	3	4	Tuesday	2023	7

Month	1			2			3			4			5		
	RegionName	Total Sales	Total Profit	Return Rate %	Total Sales	Total Profit	Return Rate %	Total Sales	Total Profit	Return Rate %	Total Sales	Total Profit	Return Rate %	Total Sales	Total Profit
Central	12291	2449	0.07	15374	3637	0.08	27545	5372	0.10	17093	3284	0.05	5099	838	
East	8251	1586	0.04	15831	2813	0.14	11279	2689	0.10	13148	2249	0.15	9054	2258	
North	17485	3295	0.04	10516	1483	0.03	25053	3048	0.03	18771	2962	0.19	15190	3405	
South	4673	1169	0.24	12794	2530		11169	3100	0.09	14430	2529	0.04	14022	2576	
West	23366	3565	0.14	10249	2253	0.23	14816	2939	0.13	15327	2961		7729	2428	
Total	66066	12064	0.09	64764	12716	0.09	89862	17148	0.09	78769	13985	0.08	51094	11505	

Total Return	Total Cost		Year	Total Sales MoM%				Total Cost	Total Return	Total Profit
	282	686225		2023	8.89%	686225	282			
Total Quantity	2995	0.09		1	54002	20	12064			
Sales All Regions	848397	162172		2	-1.97%	52048	22	12716		
Average Sale per Transaction	848.40			3	38.75%	72714	27	17148		
				4	-12.34%	64784	24	13985		
				5	-35.13%	39589	18	11505		
				6	24.21%	52254	17	11211		
				7	5.37%	52233	27	14639		
				8	30.60%	71857	35	15478		
				9	-19.24%	55806	20	14728		
				10	-0.37%	59388	39	10882		
				11	-0.25%	56117	16	13977		
				12	-1.17%	55433	17	13839		
				Total	8.89%	686225	282	162172		

Segment	Average Sale per Transaction		Total Sales
	Corporate	Retail	
Corporate	846.65	305602	
Retail	833.77	356019	
SMB	880.83	186736	
Total	848.40	848397	

▼ A Measure Table

- Average Sale per Transaction**
- Column1**
- Return Rate**
- Return Rate %**
- ReturnFlag**
- Running Total Sales**
- Sales All Regions**
- Sales Category**
- Sales LY**
- Sales With Filters**
- Total Cost**
- Total Profit**
- Total Profit Using SUMX**
- Total Quantity**
- Total Return**
- Total Sales**
- Total Sales MoM%**
- Total Sales YoY%**
- YoY Sales Growth**
- YTD Sales**